



# ARIZONA WIC ALERT

Volume 17, Issue 6

MAY 2007



## Today's Manager's Special

Receive a **Free** Loaf of  
Rose's Whole Wheat Bread  
with the purchase of  
Rose's Large Eggs

### Coupons, Discount Cards, and Promotional Specials

WIC customers are allowed to use cents off coupons, and manufacturer's or in-store promotions, including store membership discount cards or items on sale. There are several types of savings opportunities that WIC customers can take advantage of. They include:

**Cents Off Coupons\*:** When WIC customers use cents off coupons; the cashier will handle the transaction in the same way they would for a non-WIC transaction. If your store doubles, triples, quadruples or even allows customers to use other store ads; the amount will be deducted from the actual dollar amount of the purchase. The cashier should never give the WIC customer cash back during a WIC transaction.

**Buy One Get One Free Promotions\*:** WIC customers who take advantage of the buy one get one free promotions can receive free items, as long as the first item purchased is a WIC authorized item. The free item can include, WIC approved and non-WIC approved food or other items. The receipt must document that only WIC authorized foods were paid for with the food instrument (the free item must show as being deducted on the receipt). The ounces on the free product **will not** be counted towards the maximum number of ounces allowed by WIC (i.e., buy 1 - 13 oz box of Kix cereal, get a 9 ounce box of Kix cereal free; the 9 ounce box of cereal will not be counted against the quantity of 36 ounces specified on the food instrument).

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If you have any questions regarding this WIC Alert or need technical assistance, please contact any member of the Vendor Management Team at 1-866-737-3935.



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Chronic Disease Prevention and Nutrition Services  
150 North 18<sup>th</sup> Avenue, Suite 310  
Phoenix, Arizona 85007  
1-866-737-3935

*Olga R. Eddy, Editor*



**Manufacturers or in-store promotions\*:** WIC customers may take advantage of any and all in-store and manufacturer's promotions. Some examples include: Store manager's specials of the day or week, or manufacturers marketing their products in a larger size package/container, which will cost the consumer the same price as the regular size package/container (for example, Today's Manager's Special: Receive a **Free** Loaf of Rose's Whole Wheat Bread with the purchase of a one dozen carton of Rose's Large Eggs. The free item is allowed on a WIC purchase as long as the WIC food instrument allows the WIC customer to purchase Large Eggs.

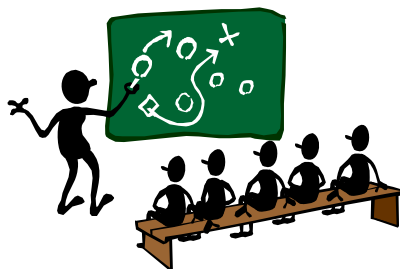
**Free additional ounces\*:** If a manufacturer has a promotional item that is WIC authorized, the WIC customers can purchase the item with a WIC food instrument. The free additional ounces should cost the same as original item (i.e. four additional ounces of peanut butter sold in a special 22 ounce jar for the same price as the 18 ounce jar); again, the free ounces do not count against the maximum quantity listed on the food instrument.

**\*Note:** *The aforementioned promotions do not include infant formula purchases. In addition, WIC customers are not allowed to use coupons or manufacturer checks for infant formula when they are purchasing the formula with a WIC food instrument.*

**Discount Cards:** If your store has a discount card that requires the customers to sign up in order to get the savings, the WIC customer can use this card for **all** WIC purchases, **including** WIC infant formula purchases.

**Special Note:** *Above-50-Percent Vendors (Vendors who receive more than 50% of their annual foods sales from WIC food instruments) are exempt from the above mentioned savings policies and **may not** provide incentive items or other free merchandise to WIC participants. Failure to comply with this policy may result in the termination of the Vendor Contract and a one-year disqualification.*

When WIC customers take advantage of coupons, discount cards and promotional specials, they save the WIC Program money. This allows more participants to be served by the Arizona WIC Program.



*We must all do our part for WIC to Work!*